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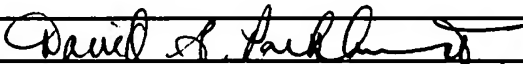
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TRANSMITTAL FORM OCT 27 2006 PATENT & TRADEMARK OFFICE <small>Use for all correspondence after initial filing</small>	Application Number	10/754,155	
	Filing Date	January 9, 2004	
	First Named Inventor	John W. McMullen	
	Art Unit	3625	
	Examiner Name	Amee A. Shah	
Total Number of Pages in This Submission		Attorney Docket Number	CUSTB 63550

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Printed name	David G. Parkhurst		
Date	October 25, 2006	Reg. No.	29,422

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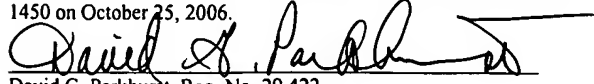
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EXAMINING GROUP 3625

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David G. Parkhurst, Reg. No. 29,422

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

JOHN W. MCMULLEN, ET AL.

Serial No. 10/754,155

Filed: January 9, 2004

For: STORE WITH INTERACTIVE
MERCHANDISING SYSTEM AND
METHOD OF OPERATION

Examiner: Amee A. Shah

Group Art Unit 3625

Docket No. CUSTB 63550

October 25, 2006

Los Angeles, California 90045

RESPONSE AFTER FINAL REJECTION
UNDER 37 CFR 1.116

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Dear Sir:

This is in reply to the Office Action dated August 25, 2006, which was made final.

Favorable reconsideration of the application is respectfully requested in view of the
attached Declaration under 37 CFR §1.131 and the following remarks.